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1963

HILLCREST GARDENS

ALBERT LEA, MINNESOTA

FRESH STRAWBERRIES

from your own
back yard!



6 FT. CORRUGATED, GALVANIZED STEEL TERRACED GARDEN
(description and price, inside page)

Planted with

The AMAZING **RED RICH** ... WONDER EVERBEARING
STRAWBERRY



Patented
Plant Patent No. 993

The 5 Star Everbearing Strawberry

- ★ Sweet As Sugar
- ★ Ideal Freezing
- ★ Delicious Flavor
- ★ Heavy Yielding
- ★ Enormous Size

Bears a Quart to the Plant First Season
Two Full Crops Second Season

Licensed Propagators and Exclusive National Distributors
of Potted **RED RICH** Strawberry Plants
(Any Other Distributor Is Sub-licensed)

HARRY E. RUBLE & SON

STRAWBERRIES • RASPBERRIES • CHRYSANTHEMUMS • PHLOX • GLADIOLUS
HYBRID TOMATO PLANTS

RED RICH

We Are Licensed Propagators of RED RICH and Have Exclusive National Rights for the Propagation and Distribution of Potted Plants.

Any other supply of potted RED RICH Strawberry plants is one of our sub-licensed co-operators.

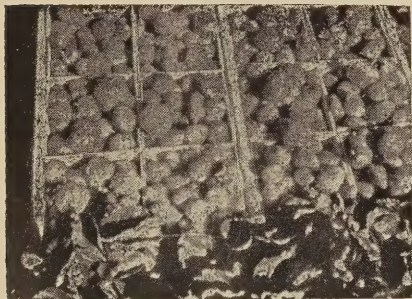
RED RICH is a patented plant (Plant Patent No. 993) and is sold under contract for the personal use only of the purchaser. It is unlawful to sell, give away or otherwise dispose of any plants reproduced.

This Trade Mark Protects You.



The illustration shown at the left represents the mark by which genuine RED RICH Strawberry plants are identified. This trade mark has been adopted and registered by the licensed propagators and is the sign by which RED RICH is known to be genuine.

Since it was introduced in 1950, when it was acclaimed the best of all everbearers Red Rich has grown in popularity by well deserved merit in plant development, reproduction of new plants and heavy production of fruit of unsurpassed size and quality. Each succeeding year the demand for the plants has exceeded the supply. **ORDER YOURS EARLY.**



Crate of Field Run RED RICH Strawberries

*RED RICH is hardy; giving good results in Canada and Alaska.

*A large plant, glossy green leaves, upright fruit stems, beautiful appearance; makes fine border plant.

*Recommended as the best everbearer by Horticultural authorities.

*Fruits, rich dark red to the core; delicious flavor; sweet as sugar; pleasing aroma.

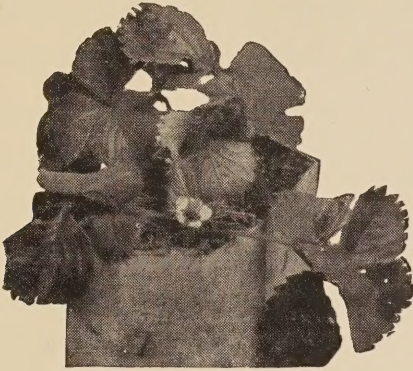
*The best for desserts, preserving, freezing; freezes whole never mushy.

*Reproduces freely; a good plant maker; resistant to disease.

*Planted in the spring, bears in the fall; will pay for itself in fruit the first season; two full crops the following year.

POTTED STRAWBERRY PLANTS

Grow faster—Make stronger and better plants—Reproduce new plants and bear fruit earlier—Can be planted anytime throughout the year and they will all grow as they are growing when you get them. No loss of plants.



The potted plants you will receive will look similar to the illustration on the right. Some will be in bud and bloom. They are already growing and all you have to do is to remove the pot by cutting one corner and unwrapping the veneer and carefully setting the plant into the ground being sure to firm the soil well around the plant. Remove all blossoms from the plants until July first then let them begin to fruit and they will begin bearing by August first and continue well into October.

POTTED PLANTS are shipped in 2" veneer pots and are well rooted and growing, ready to start off after being set in the ground. **They are very satisfactory, especially if dry conditions prevail at the time of arrival and no matter what the weather conditions there is scarcely a chance of losing a single plant.** If you are not ready to set them on arrival they may be held for days until you are ready to plant them so long as the soil on the plants is kept moist.

REMOVE THE POT BEFORE PLANTING. They are especially adapted to long distant shipments.

In co-operation with the Research Department of the Division of Horticulture, University of Minnesota, all of our potted plants are sprayed with ENDRIN for the elimination and control of mites and other injurious insects which are found on all strawberry plants and which often prevent proper performance in plant growth and fruit production. They are also sprayed with CAPTAN for the control of fungus growths. These insect and fungus free plants grow faster and give increased fruit production.

PRICES OF "RED RICH" STRAWBERRY PLANTS

FIELD GROWN PLANTS—12, \$2.95; 25, \$5.00; 50, \$8.50; 100, \$15.00; 250, \$32.50. Prepaid prices unless otherwise noted.

POTTED PLANTS—2" Veneer Pots, 12, \$3.75; 25, \$7.00; 50, \$12.00; 100, \$20.00. 100 plants by express, not prepaid, \$15.00.

OTHER EVERBEARING STRAWBERRIES

(All Prices Prepaid Unless Otherwise Noted)

✓ **WAYZATA**—The everbearer supreme; superior to others in size, flavor and productivity. A shy reproducer of runner plants, it is especially adapted to the hill system of planting. Originator's stock; genuine, true-to-name.

BARE ROOT PLANTS—25, \$3.00; 50, \$5.50; 100, \$10.00.

POTTED PLANTS—25, \$5.00; 50, \$8.50; 100, \$15.00. 100 by express, not prepaid, \$11.00.

✓ **GEM**—Heavy fruiting; good plant maker.

✓ **SUPERFECTION**—Large fruits; produces freely.

✓ **SUPERZATA**—A cross of Superfection X Wayzata. Bears a good fall crop of fruit and a June crop equal to many of the regular June bearing varieties.

✓ **20TH CENTURY**—One of the best. Produces a good June crop of fruit and an abundant fall crop.

✓ **ZECKCELLENT**—A brand new everbearer and the best of all for commercial fruiting; large and firm and will remain in perfect condition for days. We will introduce it in 1957. A very limited supply of potted plants to offer this year at \$3.95 per 12 plants, prepaid. Limit, 12 plants.

JUNE BEARING VARIETIES

✓ **DUNLAP** (Early)—An old standard. Fruit medium size, dark red. Resists drouth and cold weather better than most varieties.

✓ **PREMIER** (Early)—Very early; somewhat earlier than Dunlap. Produces large, bright red berries heavily. One of the best.

✓ **ROBINSON** (Midseason)—Known as the finest commercial June bearing variety. Good for canning, freezing, preserving.

✓ **SPARKLE** (Medium Late)—Vigorous; productive; excellent quality large berries; heavy fruit producing variety.

✓ **ARMORE**—The most beautiful June bearer we have even seen. Very productive.

✓ **VERMILLION**—A new introduction; vigorous grower; produces heavy crops of fine fruit early. Red Steele resistant.

✓ **PAYMASTER** (Midseason)—A real beauty; radiant red; large, firm berries; a heavy producer of fruit.

✓ **NEW JUMBO**—The ALL AMERICAN June bearing variety. The largest and one of the heaviest yielding berries known. A good commercial and freezing berry.

✓ **BURGUNDY**—The best of all June bearing varieties for freezing purposes. A large dark red ellipsoid shaped fruit, red to the core of fine texture, flavor and quality. Always command a premium price. A pistillate variety; it will not pollenize itself unless planted near some staminal variety. Most strawberry plants are staminal varieties and self pollinating. **Price: 25 plants, \$2.25; 50, \$3.45; 100, \$5.95.**

PRICES—EVERBEARING

	25	50	100	250
GEM -----	\$2.00	\$3.00	\$5.00	\$ 8.50
SUPERFECTION -----	2.25	3.75	5.95	12.00
SUPERZATA -----	2.25	3.75	5.95	12.00
20TH CENTURY -----	2.75	4.50	6.95	13.95

JUNE-BEARING

DUNLAP -----	1.45	1.95	2.95	5.85
PREMIER -----	1.55	2.25	3.25	6.95
ROBINSON -----	1.55	2.25	3.25	6.95
SPARKLE -----	1.55	2.25	3.25	6.95
ARMORE -----	1.65	2.65	4.65	9.00
VERMILLION -----	1.65	2.65	4.65	9.00
PAYMASTER -----	1.95	2.75	4.95	8.95
NEW JUMBO -----	2.25	3.45	5.95	9.95

* * * *

FREEZER COLLECTION—50 Paymaster and 50 New Jumbo,
 100 plants ----- \$4.95

RASPBERRY PLANTS

- **BIG RED LATHAM**—King of red raspberries. Hardy, vigorous; outyielding all others. Price: 12, \$2.40; 25, \$4.50; 50, \$8.50; 100, \$15.00.
- **INDIAN SUMMER**—Everbearing Raspberry. Disease resistant. A heavy fruiter of large berries in July and August and bears a second crop late in the fall. Price: 12, \$2.65; 25, \$5.00; 50, \$9.00; 100, \$17.00.
- **NEW SEPTEMBER**—Large bright red berries of high quality. Three weeks earlier than other autumn bearing varieties. SUPPLY LIMITED. Price: 12, \$3.95; 25, \$6.95; 50, \$13.00.

NEW F-1 GRANDIFLORA HYBRID PETUNIAS

These dazzling new creations are the most beautiful of all petunias for window box or bedding purposes. Planted in one of our pyramid gardens they make a centerpiece of continuous summer blooms that are unsurpassed by any lawn or garden planting. Plants average 15 to 18 inches.

Comanche, Fire Dance, scarlet red; **Flirt**, pink; **Minstrel**, white, marked with rich blue; **Serenade**, violet blue; **Mixed**. Price, any one of the above 5 varieties, doz., \$1.45; 3 doz., choice of varieties, \$3.25. 3 doz. with 6 ft. corrugated steel pyramid, \$11.95; with Junior 5 ft. pyramid, \$10.45.

HARDY EARLY BLOOMING CHRYSANTHEMUMS

Planted in the spring these hardy perennials will make large plants smothered with beautiful blooms in August, September and October. Most of the varieties make good cut-flowers for home or table bouquets. All varieties early to midseason.

PREFERRED MINNESOTA VARIETIES

Variety	Color	Height*	Time of Blooming**
BUTTERBALL	Lemon-chrome	Low	Early
CHIPPEWA	Aster-purple	Tall	Midseason
DEE DEE AHRENS	White	Medium	Midseason
DR. LONGLEY	Rose-pink	Medium	Early
GLACIER	White	Medium	Early
HARVEST BRONZE	Apricot-bronze to straw yellow	Low	Early
MAROON'N GOLD	Bright dark red and gold	Low	Early
MOONLIGHT	White, pale yellow center	Medium	Midseason
PRAIRIE SUNSET	Bright rose-pink and gold	Medium	Early
PURPLE STAR	Bright dahlia-purple	Medium	Medium
REDGOLD	Bright-reddish-bronze	Medium	Early
SILVER PINK	Silvery lavender-pink	Medium	Early
VIOLET	Purple	Low	Midseason
VULCAN	Dark red	Medium	Early
WENONAH	Light lavender	Medium	Early

* Low—up to 12 inches; medium—12 to 18 inches; tall—over 18 inches.

** Early—before September 1; midseason—September 1 to 15.

OTHER VARIETIES OF MERIT

ALGONQUIN—radiant yellow	OLD LAVENDER—pure lavender
BUTTON MAROON— pompon yellow	OLIVE LONGLAND—salmon pink
COURAGEOUS—dark ruby-red	ORANGE BEAUTY—orange
FOOTBALL BRONZE—bronze	PAPITA—pompon white
GEORGE LUXTON—soft bronze	PINK BOUQUET—rose pink
KING MIDAS—bright yellow	PURPLE SPOON—soft purple
LADY'S CHOICE—ivory pink- bronze overtone	REAL GOLD—golden yellow
MURIEL RICE—buttercup yellow, aging to cream	ROSITA—pompon pink
	ROYAL ROBE—best root purple
	SEPTEMBER DAWN— bright rose pink

Prepaid prices: 3, labeled, \$1.25; 6, \$2.25; 12, \$3.45. Not labeled, 6, \$1.95; 12, \$2.95.

If interested in larger quantities send for our complete list and wholesale prices on 100 or more.

NEW 1956 MINNESOTA INTRODUCTIONS

MESABI ----- Rust colored ----- Tall ----- Midseason
WANDA ----- Raspberry-pink ----- Tall ----- Midseason
Price, each, 75c; 3 for \$1.95.

PHLOX

From June to freezing weather enjoy this rainbow of colorful hardy "BLOOM PROVEN" perennial.

BRIGHT EYES—rose pink. **MARY LOUISE**—glistening snow white. **FLASH**—scarlet red. **DAILY SKETCH**—salmon pink. **ROYAL PURPLE**—rich violet. **SALMON GLOW**—flame salmon pink.

Collection of 6 only \$2.25.

PANSY PLANTS

PANSY PLANTS—Canadian Maple Leaf and Improved Swiss Giant—Our own blend of an exceptionally fine strain of pansies. A superb range of beautiful colors. Write for wholesale prices.

Doz. \$1.25; 25, \$1.95; 50, \$3.45; 100, \$5.00. Postpaid.

CERTIFIED F-1 HYBRID TOMATO PLANTS

TRANSPLANTS—Large, greenhouse grown, cold frame hardened plants bear earlier than standard varieties and continue bearing until frost. The ever-bearing tomato. Beautiful in appearance, uniform in shape and size; few seeds. Our plants are grown from F-1 hybrid seed and not to be confused with plants grown from the cheaper second cross F-2 seed which will not give equal results.

When ordering please mention approximate date wanted. Plants available about April 20th but weather conditions may delay growth of the plants 10 days.

Prices, prepaid, 8 plants, \$.95; 18 plants, \$1.95; 50, \$4.00; 100, \$7.00.

POTTED HYBRID TOMATOES (same as above), ready about May 1st. Not prepaid; shipped by express. Be sure to give express shipping point.

25 Plants, \$4.00; 50, \$7.00; 100, \$12.50.

WISCONSIN 55 TOMATO PLANTS—Not a hybrid. The best of all the ordinary tomato plants. Medium early, heavy producer of large symmetrical fruits which continue to ripen till frosts kill the vines. Foliage is good and the plant is quite blight resistant.

12 plants, 95c; 25, \$1.65; 100, \$4.95.

GLADIOLUS BULBS

RAINBOW COLLECTION—A hand picked unlabeled assortment, a formula blend mixture of bulbs in a complete range of colors.

Price: 100 large bulbs, \$6.00; 50, \$3.25; 25, \$1.95.

SPECIAL! — 100 large bulbs, 10 bulbs of 10 different varieties, all labeled, \$8.00; 50 large bulbs, 10 bulbs of 5 different varieties, \$4.50. All prices prepaid.

APPLEBLOSSOM—White with a flush of rose pink; **ROYAL STEWART**—Clear light red, patented, ALL AMERICAN GLADS FOR 1956. Large bulb, each \$1.00; 3 for \$2.50; 6 (three of each or 6 of either) for \$4.75. One bulb of either given free with each order for 100 bulbs of the RAINBOW Collection above.

GET MORE BERRIES BY USING A PYRAMID CIRCULAR TERRACED GARDEN

In one fourth the space of the conventional garden method you can enjoy an abundant growth of everbearing strawberries with a Pyramid circular terraced garden.

● Easy to pick from. ● Berries stay cleaner. ● Easy to care for, weed, water and protect from birds. ● Perfect too, for low growing perennials, annuals, mums, petunias, dwarf marigolds, dwarf salvia, begonias, etc. These attractive gardens add real beauty and practical value to any garden or landscape. Ideal for center planting.

Complete instructions for assembling and growing the plants with each pyramid.

Aluminum Pyramids

Junior Size—Three Terraces—5 ft. diameter (see cut, back cover) ----- \$7.95
With 50 Superfection or 20th Century everbearing strawberry plants, prepaid, \$10.95. With 50 RED RICH \$16.45.

Large Size—Four Terraces—6 ft. diameter ----- \$9.95

ACCESSORIES (Available Only for Large Size Aluminum Pyramid)

6 SUPPORT STRIPS (Large Plant Pyramid Only) ----- \$ 3.95

COVER (Plastic) (Large Plant Pyramid Only) ----- 6.95

NET (Mesh) (Large Plant Pyramid Only) ----- 6.95

SPRINKLER (Complete with copper tubing and all connections) ----- 5.25

CORRUGATED, GALVANIZED STEEL 6 FT. PLANTING PYRAMID



Holds 50 properly spaced large everbearing strawberry plants. Practical strawberry bed for any backyard. Large capacity; rigid; durable; will not rust or corrode; withstands use of fertilizer on plantings; made of corrugated steel of spring like temper. (See cut, front cover)

Price, Pyramid only, by express collect, \$7.45; prepaid, \$9.45.

Either 6 ft. Pyramid with 50 Superfection, 20th Century or Superzata strawberry plants, \$12.95; with 50 RED RICH, \$17.95. With 3 dozen F-1 Hybrid Petunia plants \$11.95.

SOME SUGGESTIONS THAT WILL HELP YOU TO PRODUCE BIG CROPS OF LARGE LUSCIOUS FRUIT FROM RED RICH STRAWBERRY PLANTS JUST AS WE CLAIM FOR THEM.

We have occasional reports of improper performance of the RED RICH strawberry plants in size of fruit and abundance of fruit production which could be caused by soil deficiencies or other agents. The soil deficiencies may be corrected by having the soil analyzed and providing the proper fertilizer as recommended by the soil analyst if a deficiency is apparent.

But there are two other causes of major concern which conspire to cause improper performance of the plants which may be easily corrected by proper care of the plants which will give them an opportunity to develop healthy growth and to bear fruit of large size, abundantly, just as we claim they will in the price list.

FIRST—RED RICH will not produce fruit of large size abundantly unless given plenty of room for growth and development. Do not overcrowd the plants. Plant them at least two feet apart each way and when new plants begin to form on the runners from the mother plant space them at least one foot from the old plant and do not allow plants to grow less than 1 foot apart in a matted row. If plants become too numerous remove the surplus and plant elsewhere or discard. If allowed to become too numerous in a matted row production of fruit will be curtailed and small seedy berries or none at all may result.

SECOND—A more serious cause for improper performance of RED RICH strawberries is the presence of red spiders and/or Cyclamen mites. The mites are so small that they are invisible to the naked eye and can only be detected with the aid of a magnifying glass but they may cause untold damage if the plants are heavily infested. They will produce only small seedy fruits or the blossoms may not at all develop into fruit.

All strawberry plants are more or less infested with the Cyclamen mites and the RED RICH seems to be especially susceptible as a host to both the mites and red spiders.

The mites and spiders may be eliminated simply by spraying the plants with a mixture of $\frac{1}{2}$ teaspoonful of ENDRIN (a powerful insecticide) thoroughly mixed in one quart of water. This mixture may be applied on small plantings with an ordinary quart size hand sprayer delivering the spray as thoroughly as possible to the underside of the leaves of the plants as well as to the upper sides.

The plants should be sprayed at least twice at intervals of 10 days to two weeks **AND BEFORE THE PLANTS BEGIN TO SET FRUIT** (before the fruits begin to form) as the material is highly toxic and adheres to surfaces to which it is applied for an indefinite period of time. Two sprayings before the plants begin to set fruit should be effective for the control of the spiders and mites. We have derived these conclusions by co-operative research with the State Department of Agriculture and the Department of Entomology of the University of Minnesota during the winter and spring of 1955 and the season of 1955-56. The concentration of the spray material and the period of spraying is as recommended by the research workers of the Hort. Dept., U. of M. All of the potted plants shipped out by us have been sprayed with ENDRIN and are certified to be free from spiders, Cyclamen mites and other injurious insects

Caution should be used in preparing the spray material not to get the insecticide on the hands, face or body as it is highly irritant to the skin but is extremely effective for the control of red spiders and Cyclamen mites. Care also should be taken not to inhale any of the fumes of the spray. If any of the material lodges on the skin of the user it should be thoroughly washed off immediately.

ENDRIN is usually sold only in quantities of one gallon or more but only a small amount is necessary to spray 100 or more plants. For the convenience of our customers who are unable to get the material in small quantities we have prepared it in 4 oz. and 8 oz. bottles at \$1.25 for the 4 oz. and \$2.00 for the 8 oz. prepaid.

The use of a good fungicide is also beneficial in promoting fruit production. We use **CAPTAN** which gives effective control of fungi and materially increases fruit production. We make 5 applications a week apart starting the latter part of April using a rounded teaspoonful of the material to one quart of water spraying the plants with the material so that they are well covered with the spray. We can supply the Captan if you are unable to get it elsewhere. **Price, 2 pound bag, \$2.50 prepaid.**

A Few Testimonials

Kilbourne, Ohio. June 14, 1955.

Your shipment of my order for potted RED RICH strawberry plants received in excellent condition. The plants were healthy and very well packed. I have not lost a single plant.
—B. G.

Hibbing, Minn. July 16, 1955.

Received my 25 potted RED RICH plants in very good shape and we are well pleased with them.
—H. J.

Nichols, Connecticut.

I want to tell you that the RED RICH plants came thru just fine. We have been growing them and there is nothing like them.
—Mrs. M. R. S.

Waco, Nebraska. February 20, 1955.

The birds (Cornish cockerel and pullet) arrived safely. I am well pleased with them and thank you for sending me such fine birds.
—W. M. B.

Minneapolis, Minnesota. May 8, 1955.

Apparently, in your desire to give me very good service, you sent a duplicate of my order. The first plants were so nice that I have decided to keep and plant them also and enclose check for the extra plants.
—R. S.

East York, Pennsylvania. April 28, 1955.

Many thanks for the plants; they are growing fine; they were well rooted and nice stocky plants.
—E. R. H.

Ponsford, Minnesota.

The 100 potted RED RICH strawberry plants I bought from you this spring, every one grew and my patch of strawberries is the nicest that people have seen.
—E. L. W.

Wichita, Kansas

The RED RICH plants were very nice, in fact, the nicest plants I ever received by mail.
—Mrs. G. L. B.

Willow Lake, S. D.

Herewith an order for 100 potted RED RICH. I ordered 50 last year and lost only one plant whereas several of my neighbors bought unpotted plants and lost all of the because of dry weather.
—A. K.

Lake Forest, Illinois. April 11, 1955.

I want you to know how much I enjoyed the RED RICH strawberries last year, and I expect great things from them this year. It is amazing how each plant increases in size and yet they have so few runners as compared with other berry plants. The berries were large and delicious.
—Mrs. C. D.

Prosper, Minnesota.

We were very much pleased with the Wisconsin 55 tomato plants. We certainly had lovely tomatoes.
—A. S.

Tonasket, Washington.

I am writing you about the RED RICH strawberry. I got plants of you 2 different times and this last spring set around 150 from the first plants I bought, I think in 1950. The original and the plants I have set caused so many favorable comments and inquiries from folks hereabouts and tourists from many other states and Canada I thought I should tell you about it.
—W. H. Van W.

Osakis, Minnesota.

Our 50 RED RICH strawberry plant bed is the grandest we've ever seen. We have been and are picking many berries; they sure are swell and can up so firm and nice and are large and so well flavored.
—Mr. and Mrs. F. T.



HILLCREST GARDENS

Licensed Propagators and Exclusive National Distributors
of Potted RED RICH Everbearing Strawberry Plants

HARRY E. RUBLE & SON

Albert Lea, Minnesota

Amount Enclosed \$ _____ Date _____

Name _____

Street _____ Rural Route No. _____

Post Office _____ State _____

Ship about _____ (Date to ship plants)

Town Where Express Office is Located _____

We prepay all orders unless otherwise noted.

Quantity	Description	Price	
	RED RICH, Patented (Pat. No. 993) (Field Grown)		
	RED RICH (Potted)		
	WAYZATA (Field Grown)		
	WAYZATA (Potted)		
TOTAL			

STANDARD DARK CORNISH FOWL

National award winners bred from imported breeding stock. Exhibition, breeding and utility stock. Recognized as the "Table Fowl Supreme" the dressed birds always command a premium price on the markets. If interested write us for particulars and prices.

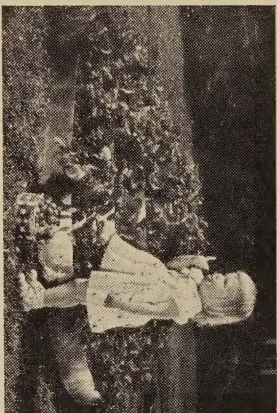
Dark Cornish Bantams—Pleasing and attractive pets; practical and require little feed and care. Price: each, males or females, \$3.00; pairs \$5.00.

HILLCREST GARDENS

Harry E. Ruble & Son
ALBERT LEA, MINNESOTA

Exclusive Licensed Propagators and National Distributors of
Potted RED RICH Strawberry Plants

(Other Distributors and Sources of Potted RED RICH Plants
Are Sublicensed)



JUNIOR 5-FOOT ALUMINUM PYRAMID, Complete, prepaid, \$7.95
With 50 Superfection or 20th Century Strawberry Plants, \$10.95
With 50 RED RICH, \$16.45

6 FT. CORRUGATED, GALVANIZED STEEL PYRAMID, \$9.45 prepaid
(For further description see inside pages of price list)

F-1 HYBRID, CERTIFIED TOMATO PLANTS

The Everbearing Tomato

- Bears Fruit Earlier
 - Fruit, Uniform and Meaty
 - Few Seeds
 - Bears 'Till Frost
- 8 Plants, 95c; 18 Plants, \$1.95, prepaid

BULK RATE
U. S. POSTAGE
PAID
PERMIT NO. 24
Albert Lea, Minn.

If not called for, please hand to some interested party.